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# 3 in One Sense

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VOL. XXXVIII August 1920

No. 1



Dollars and "Sense"



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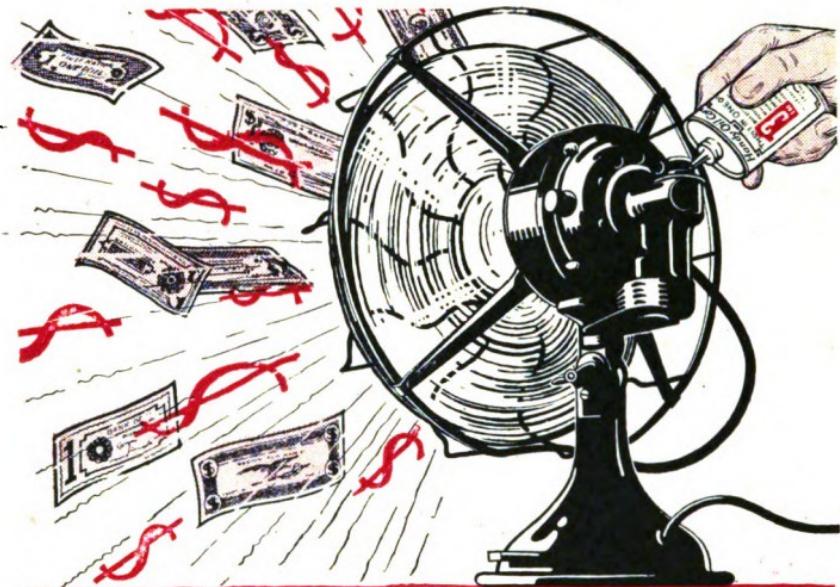
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## COOL PROFITS

No need to work yourself into a sweat selling 3-in-One. Everybody, everywhere, knows this good oil--needs it for a hundred household, office, factory and farm uses.

Whenever a lubricant is called for, whenever a wood or metal polish is wanted, whenever a rust preventive is needed, simply slide 3-in-One across the counter and take these quick, cool profits:

	You pay per doz.	Sell at each.	Profit per doz.	Profit each.
Small Size .....	\$1.20	\$0.15	\$0.60	\$0.05
Large Size .....	2.40	.30	1.20	.10
Factory Size .....	4.80	.60	2.40	.20
Handy Oil Can.....	2.40	.30	1.20	.10

3-in-One "repeats" are as certain as sunrise. Makes friends as well as money.

**YOUR JOBBER HAS ALL SIZES**



This magazine is Little but its message is Big Profits to Dealers.  
Published monthly by the THREE-IN-ONE OIL CO., 165 BROADWAY, NEW YORK CITY.

Vol. XXXVIII

AUGUST, 1920

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## "Life's Little Jokes"

**F**IRST: The lady who pays \$50.00 for a sewing machine, "saves" a nickel on machine oil—and gums up the works.

*Second:* The dealer who ties up his dollars in sewing machine oil that "saves" a nickel—and gums up *his* works as far as the lady is concerned.

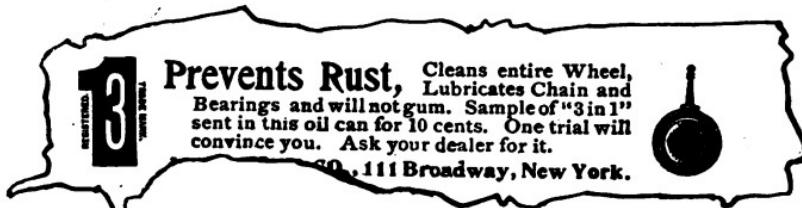
*Third:* The manufacturer who makes the oil that "saves" a nickel—and gums up the works for everybody, himself included. He won't last.

## Canned "Elabra"

Customer: Where can I find the candelabra?

New Clerk: All canned goods in the grocery department, ma'am.

It's a cold August day when you  
can't make a sale of 3-in-One.



We began modestly. An ad from an 1894 Scientific American. We're spending about \$100,000 this year in the Saturday Evening Post alone.

## A Few Kind Words for Advertising

**T**HREE are still too many people who believe that advertising is a more or less expensive luxury, and that it is an expense that consumers must pay for if they buy advertised goods," said Mr. L. D. H. Weld, of Swift & Co., speaking before the Associated Advertising Clubs of the World at Indianapolis.

Advertising, he explained, reduces selling costs by producing a greater demand for the same expenditure, and reduces manufacturing expenses by making it possible to produce on a larger scale, by standardization, and by changing "seasonal demands" into continuous demands.

Joseph French Johnson, dean of the New York School of Commerce, said: "Without advertising large scale production is absolutely impossible, and large scale production is the sine quo non of low prices. Furthermore, advertising sees to it that people shall get goods of the best quality. *Advertising puts no royal crown on the head of a humbug.*"

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Twenty-six years ago, in a little shed in Asbury Park,

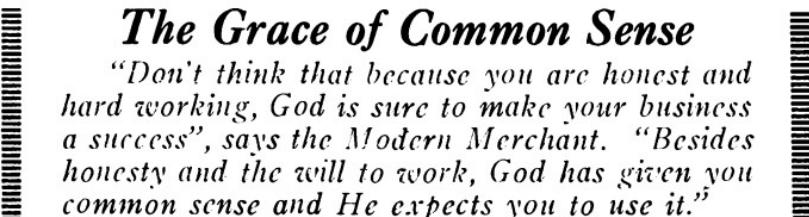
N. J., 450 feet square, the first bottles of 3-in-One were "put up". This year our Rahway, N. J., factory alone

covers nearly 35,000 square feet. What has this to do with advertising? *Everything*. It is a monument to the truth of the gentlemen's statements above. Advertising is the only salesman the 3-in-One Oil Co. has ever employed regularly. Advertising has created new demands, brought forth new uses and reduced manufacturing and selling expenses as it increased production.

Advertising is the chief reason why you can still buy and sell 3-in-One so nearly at its pre-war prices. Advertising is the reason 3-in-One sells 10 times as quickly as unknown lubricants.

*You can benefit to a still greater degree by bringing this publicity home. Attractive window display material is at your disposal, free;*

so is a set of first-rate newspaper electros. Send for circular.



Advertising brought forth  
new uses.

## *The Grace of Common Sense*

*"Don't think that because you are honest and hard working, God is sure to make your business a success", says the Modern Merchant. "Besides honesty and the will to work, God has given you common sense and He expects you to use it."*

## Handy Oil Can Was Old Army Pal

Three-ounce bottles of 3-in-One are obtainable here, but I have never been able to find any in the 3-oz. cans which I prefer because I used your Handy Oil Can for two years in the army; also carried a Handy Can of 3-in-One Oil over the top with me in France. I preferred it to any other for cleaning an army rifle.

Will W. Stroman,  
Gould, Okla.



Will users of any amount of this size and kind want? Read this see. Three orders mail for three dealers. Three dealers have made three less sales.

For shrewdness four sizes.

## Wants Factory Size

**M**R. GEO. MINOR of 133-in-One in small sizes because "everything" wise.

Two years ago he told us the Factory Size. We directed "When the dealers here found they decided to keep it on I have sent to them for it," he

But now, he's up against it half-pint size and say they can't have waited a month for one something 'just as good'. An out of sight—that he'd have want it just the same'."

"Now, how about it all!" he got to use something inferior what I want?"

He got it—by mail.

3-in-One go to trouble to get the package they  
of these stories and  
ers were filled by  
nsistent customers  
ers could easily  
friends and end-

s' sake, stock all

## e — Gets It At Last

Biloxi, Miss., simply won't buy s. He uses it for everything, rusts on the gulf coast, other-

this troubles. He couldn't get him to the nearest distributor. I was bound to have no other, hand, and many a customer I wrote.

again. "They haven't got the n't get it," he complains. "I dealer. He tried to sell me other said the price had 'gone to charge me 60c. I said, 'I

demands Mr. Minor. "Have I r or will you see that I get

### Vain Search for H. O. C.

I have hunted in this town for one of your "Handy Oil Cans" without result. I bought a bottle and found this advertisement in the carton, so send 30c in stamps to you for the "Handy Oil Can" as per ad. I had one of the cans in California, from which place I have lately returned. I like them very much and am glad to be able to get one.

Mrs. H. M. Stowe,  
Kansas City, Mo.



## Are You Fully Insured?

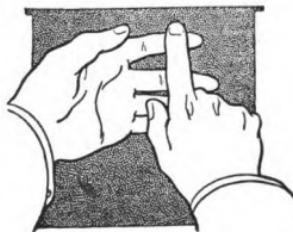
**F**IRES insurance companies report that retail merchants, by not giving any more attention to their policies beyond paying their premiums when due, are in danger of losing from 30% to 50% of their working capital. Because:

1. There has been such a marked rise in the cost of building material, labor, etc., that it would cost \$20,000 to rebuild a store valued at (and insured for) \$10,000 a few years ago.

2. The value of the stock has increased far beyond the value represented by the policy "covering" it.

3. Improvements have probably been made on the building and its equipment.

Remember, you could recover only the amount you're insured for. Better compare your semi-annual inventory with the figures on your policy and be safe.



## 20 Years in a Dentist's Office

DR. H. A. JARRETT  
Dentist

Weston, W. Va.

3-in-One Oil Co.,  
New York.

Dear Sirs: Have used no other oils on my delicate machinery in the office for 20 years. There is none better.

Very truly,  
H. A. JARRETT, Weston, W. Va.

Tell your dentist to use 3-in-One on his lathes, pluggers, hand-pieces, engine, burs, forceps, etc. You'll benefit twice—save a pain and gain a profit.



## **Oilology**

Oil blessings flow from a 3-in-One bottle.

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It's your lookout if folks don't look in. Make your window pay its rent.

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If the key sticks in the door to success, oil the lock with 3-in-One.

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## **Sporting Goods Dealer Recommends 3-in-One for Golf Clubs**



PROBABLY the best known sporting goods house in the world, is that of A. G. Spalding & Bros., of New York, with stores in various cities.

When Mr. W. H. Stockwell of Chicago went into Spalding's local store with a broken golf club, they—but let him tell it:

"I think I've got a new one. Being quite a golf enthusiast, I was out playing yesterday and broke my favorite club. I took it to Spalding's to be fixed and was advised to keep the shafts of the clubs moist with 3-in-One, thereby eliminating the chances of breaking from becoming too dry."

3-in-One also prevents rust on metal parts and gives a good grip to the leather handle.

## Good News for Poets

**G**OODY money is good news, isn't it? We're offering \$1.00 for every 3-in-One poem we print on this page monthly. Don't let your enthusiasm for your subject carry you beyond eight lines, though. Note how cleverly this month's winners cover the 3-in-One theme in a few words. Note also that our contributions come "from Maine to California".

A shiftless old sunovagun  
 Would never try real 3-in-One.  
 With a kind "just as good"  
 Did as well as he could,  
 But the rust made his tools worse than none.

HARRIET M. JOHNSON,  
 Bath, Maine.

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Believe me, my flivver, the mars and the scars  
 Which I frown on with scorn today,  
 Two months ago were all covered with paint,  
 But your beauty has faded away.  
 Your springs have rusted, your leather has busted,  
 Commutator no longer will toil.  
 As I throw you away, these last words I say:  
 "I should have used 3-in-One Oil."

F. H. MICHAELS,  
 San Jose, Calif.

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It shines the chairs, the floor and stairs;  
 It starts the clock; it oils the lock;  
 Removes the rust and all the dust  
 From my old gun—this 3-in-One.

MRS. SABIN CORBIN,  
 Richmond, Mich.

# Shoot This Can to Shooters

Hold this can up before any gunner and say:

"Here's something that will dissolve every particle of smokeless powder residue without a bit of effort. It will loosen metal fouling and keep your barrel clean as a whistle.

## Pyramid Solvent

contains no moisture or anything else to rust or injure firearms. 3-oz. can is 30c . . . . . Thank you, I was sure you would buy Pyramid."

Pyramid should be in every gunner's kit. Advertised in all leading sporting periodicals. Recommended by military and civilian shots.

You buy at \$2.40 per doz. Make 10c profit on every can. Include Pyramid in your next 3-in-One order. Your jobber has it.



Three-in-One Oil Company  
165 Broadway :: :: New York

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IT IS A VERY DECENT  
WARRANT OF STABILITY  
TO SERVE ONE THING  
FAITHFULLY FOR A  
QUARTER OF A CENTURY

- Benjamin Franklin

ESTABLISHED 1894